CAMBRIDGE OCR

Summary brochure

Media and communication qualifications

New doors are opening in the world of media and communication. Whether it's about student progression to further studies or a career in media/digital media, our qualifications for 14 to 19 year olds are designed to meet their needs.

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ocr.org.uk/media

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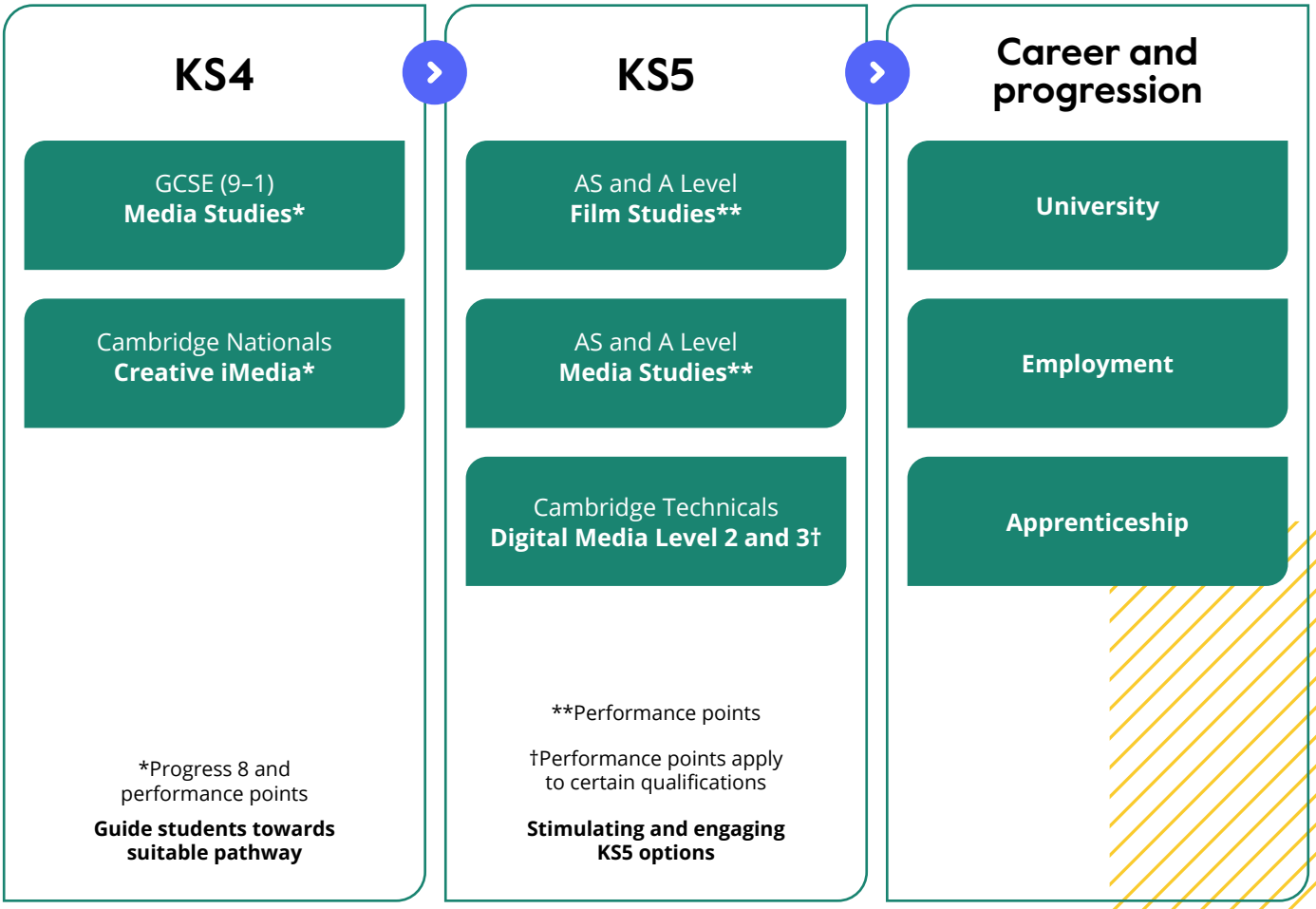
A full suite of qualifications for 14 to 19 year olds

Our carefully-planned specifications are designed to inspire you and your students. We want to help you ignite your students' passion for the fast-moving world of media. When it comes to teaching, we've taken a straightforward, coherent approach that offers clarity to both new and experienced teachers of media. We also provide a comprehensive and highly practical range of resources to support you.

Pathways for media and communication



GCSE (9–1) Media Studies

THE QUALIFICATION

At the heart of this specification there are interesting and relevant media products for study and contemporary media production briefs that allow for flexibility in approach while having a clearly defined outcome for your students.

It means they can study the media in an academic context and apply the knowledge they've gained in the process of creating their own media production.

It's designed to widen their intellectual horizons through analysing a broad range of media forms and contexts. They'll also be able to develop a wider understanding of the media in both a historical and contemporary context.

The approach we've taken in this specification allows you and your students to engage confidently with critical and theoretical approaches from the perspectives of both analytical consumers and producers of media products.

ASSESSMENT

Students must complete all components (01, 02 and 03 or 04):

- Television and promoting media (01) – a written paper
- Music and news (02) – a written paper
- Creating media (03 or 04) – a non-exam assessment. This gives your students the opportunity to apply their knowledge and understanding of media to the research, planning and creation of a practical production piece.

READ MORE:

ocr.org.uk/qualifications/gcse/media-studies-j200-from-2017

KEY INFORMATION

SPECIFICATION CODE:
J200

IDEAL FOR:
Students who want to go on to AS or A Levels, higher education or a career choice

PROGRESS TO:
A range of A Level or vocational qualifications, further education and employment

FINAL AWARD:
9 (highest) to 1 (lowest)

PERFORMANCE POINTS:
Yes

Cambridge Nationals

ABOUT CAMBRIDGE NATIONALS

Our Cambridge Nationals suite is specifically designed for students aged 14 to 16 years. They provide an excellent start for vocational study, contribute to a broad curriculum offer and enable progression to Level 3 vocational qualifications, such as our Cambridge Technicals, or A Level.

READ MORE:

ocr.org.uk/cambridgenationals

Cambridge National in Creative iMedia

THE QUALIFICATION

Our Cambridge National in Creative iMedia will help students to develop an understanding of media codes and convention for producing digital media products. It will raise students' confidence in creating characters and comics, digital games, visual imaging, digital graphics, interactive digital media, and animation with audio products. Each unit of the qualification has interactive digital media at its heart.

It provides your students with knowledge and understanding in a number of key areas, as they design, plan, create and review interactive digital media products appropriately to meet client and target audience requirements.

The qualification structure, including the range of units available, allows students the freedom to explore the areas of creative media that interest them, enhancing their learning, practical skills and building their knowledge.

ASSESSMENT

Our Level 1/Level 2 Cambridge National in Creative iMedia includes both internal and external assessment. Students must achieve three units: one externally assessed mandatory unit and two non-examined assessment (NEA) units which include the second mandatory unit and one optional unit taken from five available units.

The Creative iMedia in the media industry unit (R093) is assessed through a written exam and is worth 40% of the qualification. The visual identity and digital graphics unit (R094) is the mandatory NEA unit, worth 25% of the qualification. The third optional unit, worth 35% of the qualification, can be chosen from the five other units available.

READ MORE:

ocr.org.uk/qualifications/cambridge-nationals/creative-imedia-level-1-2-j834

KEY INFORMATION

SPECIFICATION CODE:

Level 1/Level 2 Cambridge National in Creative iMedia (120 GLH) – J834

IDEAL FOR:

Students aged 14 to 16 years

PROGRESS TO:

A Levels, T-Levels, apprenticeships or further advanced vocational qualifications at Level 3, such as our Cambridge Technicals

FINAL AWARD:

- Distinction*, Distinction, Merit or Pass at Level 2
- Distinction, Merit or Pass at Level 1

PERFORMANCE POINTS:

Included on the KS4 performance tables for England

AS and A Level Film Studies

THE QUALIFICATION

Our AS and A Level in Film Studies have been designed to ignite a passion for film and encourage broader cultural and historical perspectives on this academic area of study. We've fully considered feedback from teachers and other key stakeholders to create a diverse, inclusive and coherent course of study that meets students' needs and allows them to fully achieve their potential.

This course encourages students:

- To watch, engage critically with and explore a wide range of films
- To develop and sustain confident, personal responses to films via textual analysis
- To enjoy a variety of critically acclaimed films across the major genres. At AS Level, these include films from different cultural perspectives and from the 1930s to the present day. At A Level, these include films from different cultural perspectives, films from the Silent Era to the present day, and various forms of film, including documentary, shorts and experimental.

ASSESSMENT

These specifications reinforce the relationship between academic theory and practice through a synoptic creative production and evaluation where students do practical work in response to a brief set by us, through the non-exam assessment component.

AS Level

Students must complete both components (01 and 02/03):

- Elements of film (01)* – a written paper
- Understanding British film (02/03)* – non-exam assessment

A Level

Students must complete all components (01, 02 and 03 or 04):

- Film history (01) – a written paper
- Critical approaches to film (02)* – a written paper
- Making short film (03/04)*

*Indicates inclusion of synoptic assessment.

READ MORE:

ocr.org.uk/qualifications/as-and-a-level/film-studies-h010-h410-from-2017

KEY INFORMATION

SPECIFICATION CODE:

AS Level – H010
A Level – H410

IDEAL FOR:

Students who want to explore critical approaches to film analysis and develop creative production skills

PROGRESS TO:

Higher education, employment or apprenticeships

FINAL AWARD:

A* (highest) to E (lowest)

PERFORMANCE POINTS:

Yes

AS and A Level Media Studies

THE QUALIFICATION

These contemporary, accessible and creative courses have been designed with you and your students in mind following extensive consultation. The specifications allow students to study the media in an academic context and apply the knowledge and understanding they gain to the process of creating their own media productions.

The specifications are also designed to widen the intellectual horizons of students through the analysis of both global and historical media. They foster the development of critical and reflective thinking to encourage engagement in the critical debates surrounding contemporary media.

Our approach will enable you and your students to look at critical and theoretical approaches from the perspectives of both analytical consumers and producers of media products.

Students study nine media forms and associated set products using a theoretical framework that covers media language, media representations, media industries and media audiences. They also consider the social, cultural, economic, political and historical contexts of media products.

ASSESSMENT

AS Level

Students must complete both components (01 and 02/03):

- Media today (01)* – a written paper
- Creating media (02/03)* – non-exam assessment

A Level

Students must complete all components (01, 02 and 03/04):

- Media messages (01) – a written paper
- Evolving media (02)* – a written paper
- Making media (03/04)* – non-exam assessment

*Indicates inclusion of synoptic assessment.

KEY INFORMATION

SPECIFICATION CODE:

AS Level – H009
A Level – H409

IDEAL FOR:

Students who want to explore key media issues and develop practical production skills

PROGRESS TO:

Higher education, employment or apprenticeships

FINAL AWARD:

A* (highest) to E (lowest)

PERFORMANCE POINTS:

Yes

READ MORE:

ocr.org.uk/qualifications/as-and-a-level/media-studies-h009-h409-from-2017

Cambridge Technicals in Digital Media

ABOUT CAMBRIDGE TECHNICALS

Cambridge Technicals are vocational qualifications at Level 2 and Level 3 for students **aged 16+**. They're designed with the workplace and progression to higher education in mind and provide a high-quality alternative to A Levels at Level 3. Qualifications at Levels 2 and 3 have a mixture of internal and external assessments and centres are allocated a visiting moderator.

Level 2

Our Level 2 Cambridge Technicals in Digital Media qualifications aim to develop your students' professional and social skills through interaction with performers, clients and peers; as well as theoretical and technical knowledge and understanding to underpin these skills. This will allow their creativity and flair to be harnessed in the design and production of media products used within the industry. Students will develop conceptual ideas, and visualise these all the way through the production cycle; from planning and pre-production right through to editing, postproduction and presentation of products. Designed in collaboration with industry experts, the qualifications focus on the requirements that today's employers demand.

Thanks to a broad range of centre-assessed units with practical and wider project-based assessment opportunities, as well as examined units on digital media and emerging technologies, and principles of concept design and pre-production, these are focused qualifications. There are also job role-specific pathways for your students to choose from.

READ MORE:

ocr.org.uk/cambridgetechnicals

KEY INFORMATION

SPECIFICATION CODES:

Digital Media Level 2 (2016) Award/Certificate/Diploma – 05897, 05898, 05899

Media Level 2 (2012) Certificate/Extended Certificate/Diploma – 05380, 05382, 05385

PERFORMANCE POINTS:

Digital Media Level 2 (2016) Certificate/Diploma – 05898, 05899 are eligible for Key Stage 5 performance points

Note: Digital Media Level 2 (2016) Award – 05897 is not eligible for Key Stage 5 performance points

IDEAL FOR:

Students aged 16+

PROGRESS TO:

Level 3, apprenticeships, employment

Cambridge Technicals in Digital Media

CAMBRIDGE TECHNICALS

Level 3

Our Level 3 Cambridge Technicals in Digital Media qualifications help your students to achieve their potential and progress to the next stage of their lives, whether that's higher education, an apprenticeship or employment.

We have designed refreshing and exciting content that's up to date, engaging, fit for purpose and suitable for the needs of your students. To do this, we've consulted with universities, employers and industry specialists to make sure your students will gain the right combination of knowledge, understanding and skills required for the 21st century.

An extensive range of centre assessed units with practical and wider project-based assessment opportunities, as well as examined units on media products and audiences, pre-production and planning, social media and globalisation, and research for product development has resulted in focused qualifications. Depending on the size chosen, these qualifications either complement a Key Stage 5 study programme alongside other vocational qualifications or A Levels, or may make up the bulk of a two-year study programme. Our diplomas have vocational pathways within them that students can follow (one pathway must be achieved).

READ MORE:
ocr.org.uk/cambridgetechnicals

KEY INFORMATION

SPECIFICATION CODES:
Digital Media Level 3 (2016) Certificate/Extended Certificate/Foundation Diploma/Diploma/ Extended Diploma – 05843–05846, 05875

Media Level 3 (2012) Certificate/Introductory Diploma/Subsidiary Diploma/Diploma/Extended Diploma – 05387, 05389, 05392, 05395, 05398

PERFORMANCE POINTS:
All Digital Media Level 3 (2016) qualifications are eligible for Key Stage 5 performance points

IDEAL FOR:
Students aged 16+

PROGRESS TO:
Higher education, apprenticeships, employment

UCAS POINTS:
Level 3 qualifications receive UCAS tariff points

Supporting you in qualification delivery

Our aim is to support you on your journey with us from initial enquiry right through to results. To help you get going, support you through delivery and allow you to develop professionally, we provide a massive range of support to help secure your students' futures.

SUPPORT AND RESOURCES

EXPERT SUBJECT ADVICE

Our subject advisors provide information and support to schools, including specification and non-exam assessment advice, updates on resource developments and a range of training opportunities. You can reach them through our customer support centre on **01223 553998** or by email at **support@ocr.org.uk**

You can also find teacher support at **ocr.org.uk/media**

TEACHING AND LEARNING RESOURCES

- **Teach Cambridge**
  Teach Cambridge is our personalised and secure website that provides teachers with a single point of access to all the support and resources you need to teach our qualifications.
- **Lesson elements**
  Task sheets and accompanying instructions for some of the activities in the delivery guide.
- **Skills guides**
  A range of generic skills guides providing knowledge and tips covering topics such as communication, research skills and exam techniques.
- **Teacher and delivery guides**
  A range of lesson ideas with associated activities that you can use with students to deliver the contents of the qualifications.
- **Scheme of work**

SAMPLE LEARNER WORK

We've created sample learner work across the majority of our qualifications that will support you in understanding the expectations of the mark schemes.

PARTNER RESOURCES AND TEXTBOOKS

Our media and communication qualifications are supported by endorsed textbooks and resources published by leading publishers. You can find more details about our publisher partners and the resources they're providing at **ocr.org.uk/publishing-partners**

BLOGS

Read our media and communication blogs and gain interesting insights from our subject advisors and other leading figures from the world of media and communication education.

KEEP UP TO DATE

Sign up today at **ocr.org.uk/signup** for Cambridge OCR updates including subject news, upcoming events and useful resources.

ASSESSMENT

ACTIVE RESULTS

This is a **free** online A Level, GCSE and Cambridge Nationals results analysis service to help you review the performance of individual students or your whole school. Active Results provides access to detailed results data, enabling more comprehensive analysis of results to give you a more accurate measure of the achievements of your centre and students. Find out more at **ocr.org.uk/activeresults**

ASSESSMENT MATERIALS

Sample question papers and sample candidate work.

PAST PAPERS

You and your students can practise with previous examination papers for each subject.

PROGRESS TRACKER

An Excel-based tracking tool to help you monitor students' progress throughout the qualification.

PRACTICE PAPERS

Create mock exams and help students get a clearer picture of the qualification requirements. We put all our practice papers through exactly the same long and detailed processes as the live papers to ensure that they match the style and rigour of the live assessments.

CANDIDATE EXEMPLARS

A selection of candidate style answers and work with associated examiner commentary.

MODEL ASSIGNMENTS

Model assignments provide a scenario and set of tasks that enable you to assess your students against the requirements specified in the grading criteria.

ACCESS TO SCRIPTS

A **free** service for exams officers to download copies of your students' completed question papers.

TRAINING AND PROFESSIONAL DEVELOPMENT

PROFESSIONAL DEVELOPMENT TRAINING AND EVENTS

All our qualifications are supported with comprehensive training. Check out **ocr.org.uk/professionaldevelopment** to find out what's available for face-to-face or online training courses.

Join our teacher panel

Share valuable feedback on everything from creative concepts to teaching and support resources.

ocr.org.uk/join

Next steps

Step 1

Already a Cambridge OCR centre? Great, you're all set.

If not, call our Customer Development Team on 02476 856072

Step 2

Ask your exams officer for access to **Teach Cambridge**

teachcambridge.org

Step 3

Download the specification and check out our range of resources

Step 4

Keep up-to-date by signing up for email updates

Step 5

Book onto professional development events and **teacher networks**

ocr.org.uk

For more information visit
ocr.org.uk/media
facebook.com/cambridgeocr
instagram.com/cambridgeocr
linkedin.com/company/cambridgeocr
tiktok.com/@cambridgeocr
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youtube.com/cambridgeocr

Call our customer support centre on
01223 553998

Alternatively, you can email us on
media@ocr.org.uk

Visit our online support centre at
support.ocr.org.uk

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